



Gizmo Plans Case Study





GizmoPlans.com came about as the internet and mobile internet started to explode. Now with the advent of smartphones and recent EXPLOSION mobile tablets, on-demand information is becoming more popular now more than ever.

Back in the early 1980s, our family started a metal fabricating business where we designed and built different metal fabrication products and machinery for businesses and for ourselves. Many of the metal fabricating plans on the GizmoPlans site today came from these years of design and building.

As the internet has continued to grow GizmoPlans.com expanded its website from NOT ONLY a place where you can just PURCHASE plans & information but also SELL. The new site has expanded beyond just plans to ANY TYPE OF DIGITAL INFORMATION that can be bought or sold INSTANTLY via our simple upload and download process. Such as but not limited: How To Information, Self Help, Ebooks, Manuals, Digital Files, How To Videos, and more!

SEO Benefits for Online Stores

- Driving brand awareness.
- Filling the marketing funnel.
- Elevating content.
- Expanding remarketing audiences.
- Capturing the long tail.
- Improving the user experience.
- Lowering paid search costs.
- Creating lasting value.

We focused on three primary goals for this project.

1. **Increase his organic traffic.**
2. **Increase his main keyword search rankings (primarily in Google).**
3. **Increase the number of conversions (visitor to customer) from his website.**

Strategy

Strategy:

Four major parts of the strategy would include:

1. Trying to reverse engineer how similar businesses generate sales with SEO.
2. Looking at the backlink profiles and content created by competitors.
- 3] Conducting more keyword research for blog posts and YouTube videos.
4. Putting together a detailed plan like the one below which includes the optimizations that I would make to begin ranking for targeted keywords.

Implementation:

Week 1:

1. More keyword research and set up position tracking
2. Full SEO Audit
3. Improve content that is old or is ranking in positions 5-20 for target keywords
4. Send content team outlines of new blog posts or videos
5. Backlink outreach and YouTube embed outreach
6. Disavow bad links
7. Check brand mentions

Week 2:

1. Meta data optimization for all pages (meta titles, meta descriptions, H tags)
2. Alt tag optimization for all images
3. Schema optimization
4. Internal and External Linking
5. Snippet optimization for pages and posts
6. Optimize for social signals - speak with social media team

Week 3:

1. Fix page speed
2. Create social profiles
3. Post videos on vimeo and other video hosting sites

Week 4 and Beyond:

1. Continued backlink campaign
2. Continued content marketing campaign (blog post and videos)
3. Continued site auditing

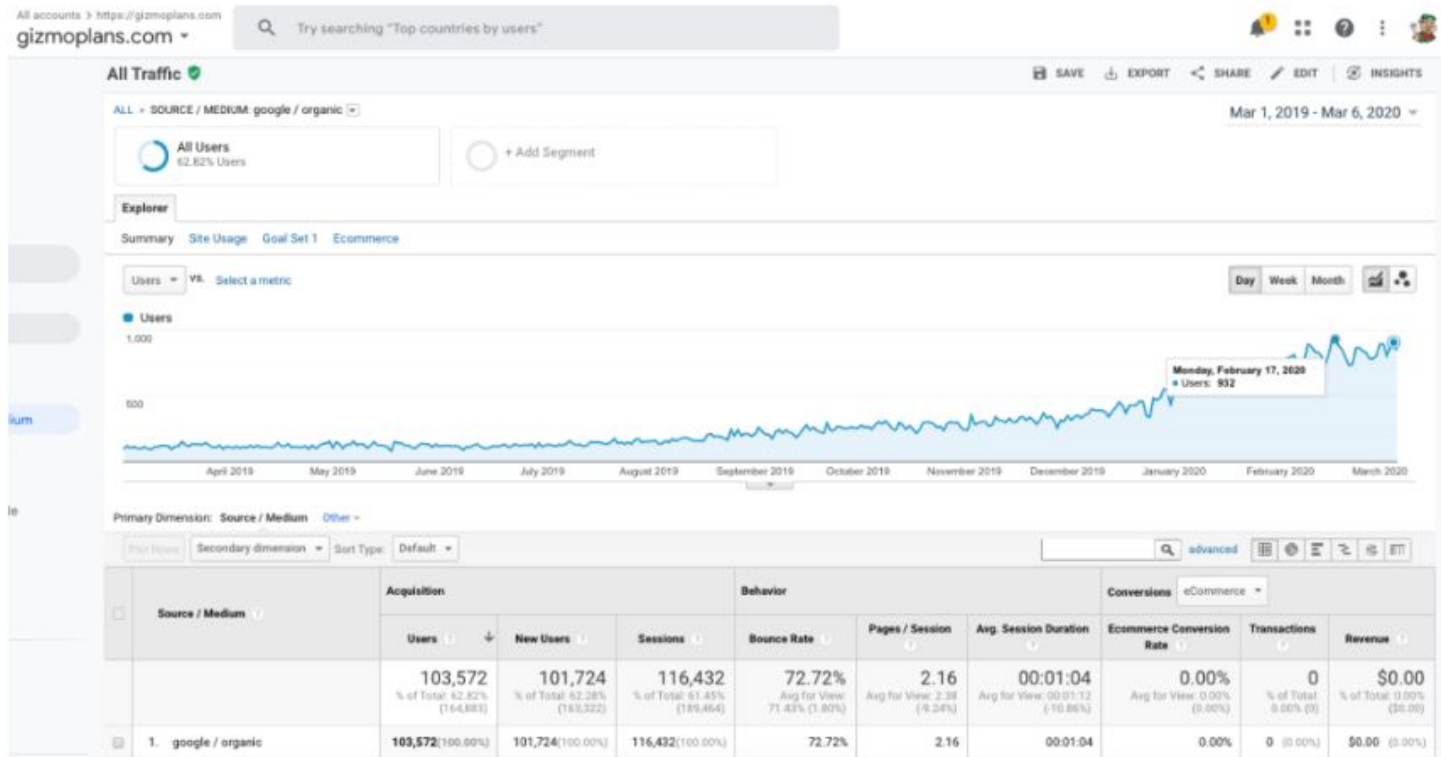
Here is a list of what we did to increase [GizmoPlans.com](https://www.gizmoplans.com)'s organic traffic:

- **Blogging/Content Marketing**
- **Meta Description Optimization**
- **Meta Title Optimization**
- **Meta Tag Optimization**
- **Page Speed Optimization Consulting**
- **Conversion Tracking Consulting**
- **Robot.Txt File Optimization**
- **Disavowed Toxic Backlinks**
- **Sitemap Optimization**
- **General Internet Marketing Consulting**
- **Competitor Analysis**
- **SEO Auditing**

	Address	Title 1	Title 1 Length	Title 1 Pixel Width
1	https://www.gizmoplans.com/	Gizmo Plans - Buy & Sell Digital Products	41	363
2	https://www.gizmoplans.com/sell-your-plans-earn-money-online	Place To Sell Digital Products (Free & Easy Registration)	57	501
3	https://www.gizmoplans.com/gear_category/safety-gear/	Safety Gear - Gizmo Plans	25	237
4	https://www.gizmoplans.com/faqs/	Frequently Asked Questions	26	247
5	https://www.gizmoplans.com/product/owl-bird-feeder-patterns/	Owl Bird Feeder Patterns and CNC Router DXF Files	49	467
6	https://www.gizmoplans.com/product/old-man-birdhouse-plans/	Cedar Old Man Birdhouse Plans, Patterns and DXF Files	53	498
7	https://www.gizmoplans.com/terms-of-use/	Terms of Use	12	119
8	https://www.gizmoplans.com/gear_category/hand-tools/	Hand Tools - Gizmo Plans	24	228
9	https://www.gizmoplans.com/category/concrete/	Concrete Archives - Gizmo Plans	31	289
10	https://www.gizmoplans.com/gear_category/power-tools/	Power Tools - Gizmo Plans	25	240
11	https://www.gizmoplans.com/contact-us/	Contact Us	10	97
12	https://www.gizmoplans.com/shop/	Shop DIY Plans - Gizmo Plans	28	268
13	https://www.gizmoplans.com/shop	Shop DIY Plans - Gizmo Plans	28	268
14	https://www.gizmoplans.com/about/	About GizmoPlans	16	161
15	https://www.gizmoplans.com/register/	Register	8	74

MEASURABLE RESULTS

Check out the increase in organic traffic in the screenshot below.



The daily organic traffic went from around 100 per day to around 900 per day in from March 2019 to March 2020.

2021 UPDATE:

Facebook chat history showing messages from Brian Luoma and Weldon Dial. Brian Luoma is active now. The messages discuss organic traffic for Gizmoplans.com.

- Brian Luoma** (Active now):
- Weldon Dial** (7:27 pm): How is the organic traffic for Gizmoplans.com?
- Brian Luoma** (8:03 pm): Been hovering around 85-90 k pageviews
- Weldon Dial** (2:44 pm): Is that per month?
- Brian Luoma** (3:34 pm): yeah per month, per day would be stunning

Domain Overview: gizmolans.com

[User manual](#) [Send feedback](#)

Worldwide US UK DE ... Desktop Apr 19, 2021 USD

[Export to PDF](#)

[Overview](#) [Compare domains](#) [Growth report](#) [Compare by countries](#)

Authority Score 42 <small>SEMrush Domain ... 88.83K</small>	Organic Search Traffic 36.9K +1.4% <small>Keywords: 20.62K ↑</small>	Paid Search Traffic <small>Data was not found. If this is your domain, you can get all the necessary data on its keyword rankings.</small> Go to Position Tracking	Backlinks 13.9K <small>Referring Domains: 1.82K</small>	Display Advertising 0 <small>Publishers: 0</small>
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Organic Paid
[Export](#)

Distribution by Country

Countries	Traffic Share	Traffic	Keywords
Worldwide	100%	36.9K	20.6K
US	67%	24.7K	12.8K
UK	7.9%	2.9K	1.5K
CA	5.8%	2.1K	1.9K
AU	5%	1.9K	1.6K
Other	14%	5.3K	2.9K

[Compare](#)

Organic Traffic 36,886/month

Organic Traffic Paid Traffic Notes 1M 6M 1Y 2Y All time

Organic Keywords 20,620

Top 3 4-10 11-20 21-50 51-100

SERP Features US

Traffic Analytics: gizmolans.com [Company info](#)

Historical data: March 2021 | Location: All Regions | Devices: All devices | Estimated accuracy: ...

[Overview](#) [Audience Insights](#) [Traffic Journey](#) [Top Pages](#) [Subfolders](#) [Subdomains](#) [Geo Distribution](#) [Bulk Analysis](#)

Benchmark your website against competitors

Root domain: [Compare](#) [+ Add up to 3 competitors](#)

Visits <small>Mar 2021</small> 53.8K +2.59%	Unique Visitors <small>Mar 2021</small> 44.8K +3.87%	Pages / Visit <small>Mar 2021</small> 2.82 +111.59%	Avg. Visit Duration <small>Mar 2021</small> 07:48 +205.88%	Bounce Rate <small>Mar 2021</small> 73.26% -7.35%
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Organic Research: gizmoplans.com

[Export to PDF](#)

US 12.8K CA 1.9K AU 1.6K ... Device: Desktop Date: Apr 18, 2021 Currency: USD

Overview **Positions** Position Changes Competitors Pages Subdomains

Positions Filter by keyword Volume SERP Features Advanced filters

Keywords **12.8K** 1.89% Traffic **24.7K** 2.53% Traffic Cost **\$15.3K** 1.02%

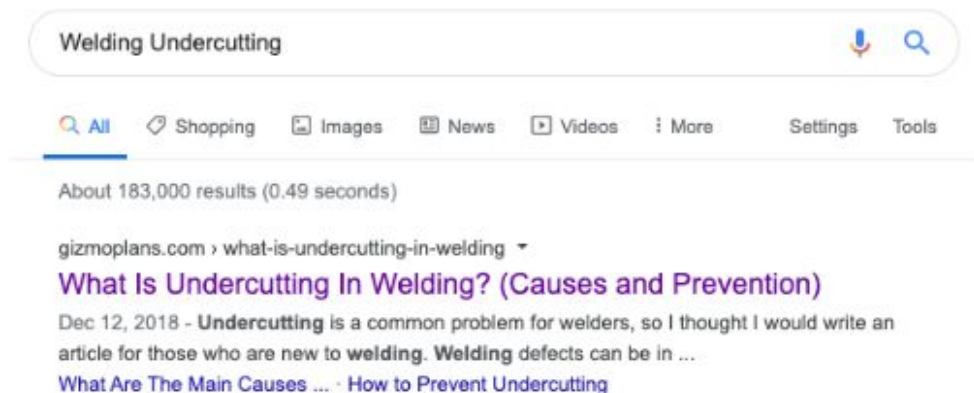
Organic Search Positions 1 - 100 (12,766)

[+ To Keyword Manager](#) [Manage columns \(11/15\)](#) [Export](#)

<input type="checkbox"/>	Keyword	SERP Features	Pos.	Diff.	Traffic %	Volume	KD%	CPC (USD)	URL	SERP	Upd.
<input type="checkbox"/>	will vinegar damage aluminum		1 → 1	0	0.05	30	79.40	0.00	www.gizmoplans.com/does-vinegar-harm-aluminum/		Mar 07
<input type="checkbox"/>	who can cut wood for me		1 → 1	0	0.07	40	79.30	0.00	www.gizmoplans.com/where-can-i-get-wood-cut-to-size/		Mar 28
<input type="checkbox"/>	where can i get wood cut		1 → 1	0	0.60	320	80.24	0.00	www.gizmoplans.com/where-can-i-get-wood-cut-to-size/		Apr 17
<input type="checkbox"/>	danish oil for pine		1 → 1	0	0.07	40	68.67	0.00	www.gizmoplans.com/danish-oil-on-pine/		Mar 23
<input type="checkbox"/>	what air pressure is required for plasma cutting		1 → 1	0	0.05	30	65.28	0.00	www.gizmoplans.com/how-much-air-does-a-plasma-cutter-need/		Mar 24
<input type="checkbox"/>	how long will pressure treated wood last in concrete		1 → 1	0	0.31	170	74.86	0.00	www.gizmoplans.com/will-pressure-treated-wood-rot-in-concrete/		Apr 08
<input type="checkbox"/>	does danish oil darken wood		1 → 1	0	0.09	50	71.59	0.00	www.gizmoplans.com/danish-oil-on-pine/		Apr 18
<input type="checkbox"/>	places to cut wood near me		1 → 1	0	0.07	40	84.56	0.00	www.gizmoplans.com/where-can-i-get-wood-cut-to-size/		Apr 03
<input type="checkbox"/>	cutting designs in wood		1 → 1	0	0.05	30	73.71	0.00	www.gizmoplans.com/best-saw-for-cutting-shapes-out-of-wood/		Mar 05
<input type="checkbox"/>	does concrete stick to plastic		1 → 1	0	0.20	110	80.02	0.00	www.gizmoplans.com/does-concrete-stick-to-plastic-bucket/		Apr 10
<input type="checkbox"/>	pvc pipe concrete form		1 → 1	0	0.07	40	73.73	0.00	www.gizmoplans.com/does-concrete-stick-to-pvc-pipe/		Mar 12
<input type="checkbox"/>	best clear finish for pine		1 → 1	0	0.26	140	71.15	0.00	www.gizmoplans.com/best-finish-for-pine/		Apr 10
<input type="checkbox"/>	where to buy wood cut to size		1 → 1	0	0.12	70	71.66	0.00	www.gizmoplans.com/where-can-i-get-wood-cut-to-size/		Apr 16
<input type="checkbox"/>	best all purpose welding rod		1 → 1	0	0.09	50	68.72	0.00	www.gizmoplans.com/best-all-around-welding-rod/		Apr 17
<input type="checkbox"/>	massey ferguson rotary swing cylinder		1 → 1	0	0.09	50	70.67	0.00	www.gizmoplans.com/product/rotary-swing-cylinder-to-linear-hyd...ans/		Mar 07



- <https://gizmoplans.com/what-is-undercutting-in-welding/>
- It ranks #1 for: "Welding Undercutting" and "What Is Undercutting In Welding?"



We were able to get [GizmoPlans.com](https://gizmoplans.com) first page rankings for target keywords like:

- Metal Fabrication Plans
- Concrete Equipment Plans
- DXF Files For Plasma Cutting

- <https://gizmoplans.com/what-is-undercutting-in-welding/>
- It ranks #1 for: "Welding Undercutting" and "What Is Undercutting In Welding?"

Welding Undercutting

All Shopping Images News Videos More Settings Tools

About 183,000 results (0.49 seconds)

gizmoplans.com › what-is-undercutting-in-welding

What Is Undercutting In Welding? (Causes and Prevention)

Dec 12, 2018 - **Undercutting** is a common problem for welders, so I thought I would write an article for those who are new to **welding**. **Welding** defects can be in ...

[What Are The Main Causes ...](#) · [How to Prevent Undercutting](#)

- The blog post has gotten nearly 2,300 visitors in the last six months.

https://gizmoplans.com/ans.com

Try searching for "acquisition overview"

Sep 1, 2019 - Feb 27, 2020

All Users
0.81% Pageviews

+ Add Segment

Explorer Navigation Summary

Pageviews VS. Select a metric

Day Week Month

Feb 23, 2020 - Feb 27, 2020
Pageviews: 168

Primary Dimension: Page Other

Filter Rows Secondary dimension Sort Type: Default advanced


Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	2,319 % of Total: 0.81% (284,641)	1,871 % of Total: 0.84% (221,732)	00:02:01 Avg for View: 00:00:53 (128.79%)	1,860 % of Total: 1.49% (124,911)	79.09% Avg for View: 70.14% (12.76%)	79.73% Avg for View: 43.88% (81.69%)	\$0.00 % of Total: 0.00% (-50.01)
1. /what-is-undercutting-in-welding/	2,319 (100.00%)	1,871 (100.00%)	00:02:01	1,860 (100.00%)	79.09%	79.73%	\$0.00 (0.00%)

https://gizmoplans.com/can-you-weld-without-a-welder/

- It gets the snippet for: "Can You Weld Without A Welder"

Can You Weld Without A Welder

About 319,000,000 results (0.53 seconds)



Can you weld without a welder? No, not if you are looking to melt and join two pieces of metal together that must have a strong bond. But there are some good alternatives to joining metal depending on the project you are working on and in many cases, they work just fine! Dec 8, 2018

gizmoplans.com · can-you-weld-without-a-welder

Can You Weld Without A Welder? (Options To Use)

About Featured Snippets Feedback

- The blog post has gotten around 800 visitors in the last six months.

https://gizmoplans.com/ans.com

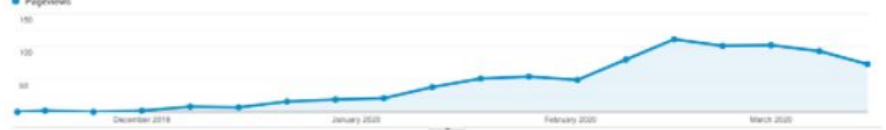
Try searching "Compare bounce rate this week with last week"

Content Drilldown

Nov 13, 2019 - Mar 19, 2020

All Users (0.34% Pageviews)

Explorer



Primary Dimension: Page path level 2 | Page | Other


Page	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit
1. /can-you-weld-without-a-welder/	827	679	00:02:54	78.60%	78.72%
	% of Total: 0.34% (2,626,922)	% of Total: 0.36% (1,162,748)	Avg. for View: 00:03:53 (214,647)	Avg. for View: 79.64% (11,167)	Avg. for View: 86.54% (48,972)
	827 (100.00%)	679 (100.00%)	00:02:54	78.60%	78.72%

- <https://gizmoplans.com/what-is-the-best-wood-for-laser-cutting/>
- It is on the first page for: "What is the Best Wood For Laser Cutting"

What is the Best Wood For Laser Cutting

About 43,500,000 results (0.85 seconds)

Ads · What is the Best Wood For Laser Cutting




Glowforge Pro 3D Laser Printer

\$5,995.00

Glowforge

★★★★★ (308)




Glowforge Basic 3D Laser Printer

\$2,995.00

Glowforge

★★★★★ (209)



50 Pieces Blank Wood Squares Wood Pieces...

\$11.99

Amazon.com

The best woods for laser cutting are **Basswood**, White Pine, **Alder**, Cherry, **Oak**, **Baltic Birch Plywood**, Balsa and Cork. Most laser cutters prefer soft woods that do not have a distorted, tight hard grain pattern. Oct 10, 2019



https://www.gizmoplans.com › Blog

What is the Best Wood For Laser Cutting (Quick Answer and ...

Conclusion

SEO is hard and it's only getting harder. However, it's one of the most important investments that you can make in your store, online or offline.

If you're going to do it, get it done right the first time.

Go to <https://ecomdynamix.com/ecommerce-seo-blog/> to check out some helpful ecommerce SEO posts.



SEO Experts on Upwork, Fiverr and Other Freelancing Sites – Can They Get Results?

EcomDynamix

Ecommerce SEO | February 28, 2021

SEO Experts on Upwork, Fiverr and Other Freelancing Sites – Can They Get Results?



Free vs. Paid Google Shopping Product Listings - Which are Better?

EcomDynamix

Ecommerce SEO | February 27, 2021

Free vs. Paid Google Shopping Product Listings – Which are Better?



10 Reasons SEO is Critical for Online Stores

EcomDynamix

Ecommerce SEO | February 22, 2021

10 Reasons SEO is Critical for Online Stores



SEO vs. PPC: Which is Better for Online Stores?

EcomDynamix

Ecommerce SEO | February 16, 2021

SEO vs. PPC: Which is Better for Online Stores?